

Study on opportunities for restaurant services improvement

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Abstract

Quality in the restaurant business is recognized as a key component of the services in tourism. All kinds of catering establishments are characteristic elements of material and technical base of tourism. Condition, kind, quality and level of their development largely determine whether in specific area in favorable natural, cultural - historical and other resources can be developed tourism for recreational purpose or just passing through.

One of the most important conditions for a successful restaurant business is the provision of high quality in the performance of production, commercial and social function. Because of the lack of unified organization and quality control system in the restaurant management this paper set the following goals and objectives: examining the determinants of product quality in the food and entertainment enterprises; proposal of methods for quality service in the restaurants; evaluation of service quality; study on consumers' perceptions of service quality. Structure example of the quality indicators in restaurant and scheme of quality service assessment are proposed.

Key words: *quality of service, indicators of quality, quality assessment.*

Introduction

Quality in the restaurant business is recognized as a key component of the services in tourism. The main purpose of restaurant establishments is to provide paid services in the form of organized meals. Restaurants, entertainment and

accommodation establishments are characteristic elements of material - technical base of tourism. Food, accommodation, treatment and leisure facilities are characteristic elements of material and technical base in tourism. Condition, kind, quality and level of their development largely determine whether in specific area in favorable natural, cultural - historical and other resources can be developed tourism for recreational purpose or just passing through (Somov, Ivanova, 2011). One of the most important conditions for a successful restaurant business is the provision of high quality in the performance of production, commercial and social function. Quality in restaurant business is determined by two key areas - quality of culinary and indicators of service quality (Aleksieva, Stamov, 2003; Lovacheva, Mglinets, Uspenskaya, 1990). Quality of culinary is formed at the stage of its development and is incorporated in the relevant legal documentation. It is provided at the production stage and is maintained at the stages of storage, transportation and sale (Ninemeir, Hayers, 2005??? не съвпада цитатът).

Quality of service is determined by a number of indicators that characterize all elements in the overall process of service and by conditions of use. The quality of service is a sum of individual ratings. Quality in catering sector depends on various factors, some of which directly affect production, while others act on business. Thus they simultaneously affect the quality of culinary products and the quality of service.

Purpose of the study

In different restaurants operate various regulatory, technical and technological documentations as collections of recipes for dishes and drinks, technological diagrams and technical instructions for preparing meals. There is a lack of unified system of standardization in the food and drinks production and also uniform guidelines for the development and implementation of scientific and technical documentation. All this complicates restaurant business.

The lack of a single organization and system of quality control in the restaurant management is an research object of this paper with the following goals and objectives:

- to examine the factors, determining the quality of production in the catering sector;
- to propose methods for quality service in restaurants;

- to evaluate quality of service;
- to conduct a survey about consumers opinion for quality of service in a specific restaurant.

Analysis of the study

The quality of culinary products in catering is usually defines as a set of characteristics of the products, determining its suitability to provide normal vital activity of the human organism, i.e. to satisfy the physiological needs of man of nutrients and energy, considering also the principles of healthy eating (2, 3). This includes nutritional value, biological value, organoleptic assessment, safety and visual appearance of food (design) on the plate (7). The list of quality indicators depends on the production use and they can be measure by different units (% , levels, etc.), but also can be unmeasured (4).

Composite indicator “food degree of readiness” is widely used in culinary practice and it characterizes a certain state of the dish through complex physicochemical, mechanical and organoleptic properties, making it suited for use. The indicator "biological value" characterizes the quality of the protein, contained in the output, its balance in terms of amino acid composition, digestibility and absorption, which not only depend on the amino acid composition, but also on the structural characteristics of the protein. The integral indicator of quality of culinary production is defined as the ratio of the cumulative beneficial effect of consumption to overall losses in its creation and consumption. For example, in food production such indicator is the chemical evaluation (chemical score), which shows the percentage of compliance indicator amino acid composition to the formula for a balanced diet. The term basic level of quality indicator is use to assess the level of culinary production quality (4). This meaning of the indicator is considered as a basis for comparative quality assessment. In assessing the quality of culinary production is necessary to know the nominal value of the indicator of quality. This is a regulated value of which is accounted tolerance limit as fixed meanings of quality indicators. Nominal and limit values of a quality indicator have to be reflected in the legal documentation and they are used for quality control of culinary production.

It is very important for restaurants to control food safety, which is one of the main components of culinary products quality in the process of food preparation, storage

and realization. For securing food safety in the manufacturing process is necessary to apply good manufacturing practice and hygienic standards and HACCP (Hazard Analysis and Critical Control Points) system to prevent the possibility of food poisoning and infections, and physical safety.

Methods for culinary production quality assessing include: differential, comprehensive, mixed and statistical (2), (Figure 1).

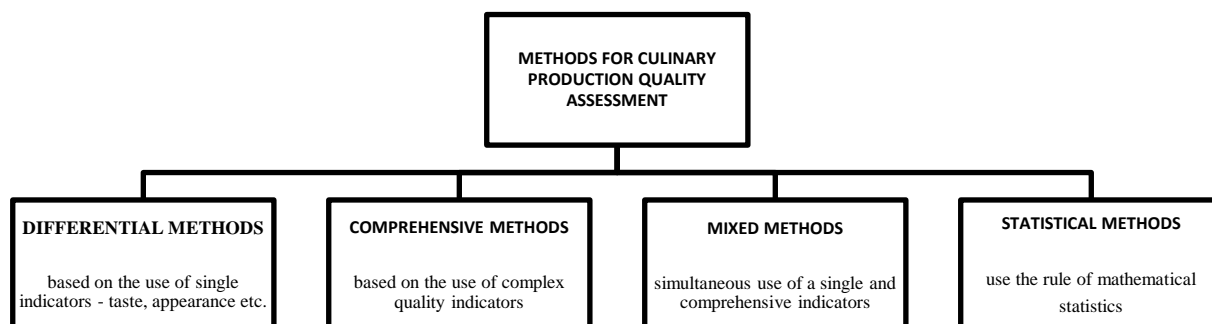


Figure 1. Methods for culinary production quality assessing

Source: Lovacheva G., Mglinets I., Uspenskaya N. (2)

Assessment of service quality

Service quality in restaurants and catering units can be defined as a set of single indicators respectively for the duration of the service, culture of service and the type of restaurant commercial hall.

Single indicators are involved to varying degrees in the formation of the overall assessment of quality. Therefore the value of each indicator must be corrected by relevant coefficient significance, respectively to indicators for duration of service, service culture and a commercial area.

The final assessment can be defined by collecting information in two ways: consumer and company evaluation (Figure 5).

Consumer evaluation of service quality is usually gathered via surveys and the most common form are questionnaires. Also survey sheets are available to recruit more information. Most often respondents are asked about social status, gender, age, financial security, family situation as well as questions about consumer preferences and recommendation (8). Consumer assessments in restaurants can be self-

collected through the so-called mechanical or electronic counters that are situated at the exit.

Electronic cash registers and computer systems in restaurants with table service provide very good opportunities for collecting consumer evaluations of quality and study of consumer demand. Together with the restaurant bill printed test for assessing the service quality may be given. Thus restaurant manager receive information about the individual work of each waiter and a particular case of service.

Company evaluation is also formed in different ways. Most often individual controlling authorities are formed. Evaluators can be employees from the company itself or representatives of state and public institutions. Company evaluation of service quality in restaurants with table service is given mainly by the restaurant manager as well as by specialists in the restaurant - quality unit, technological laboratory, laboratory quality control. Estimates are imported in a special diary or into the computer system.

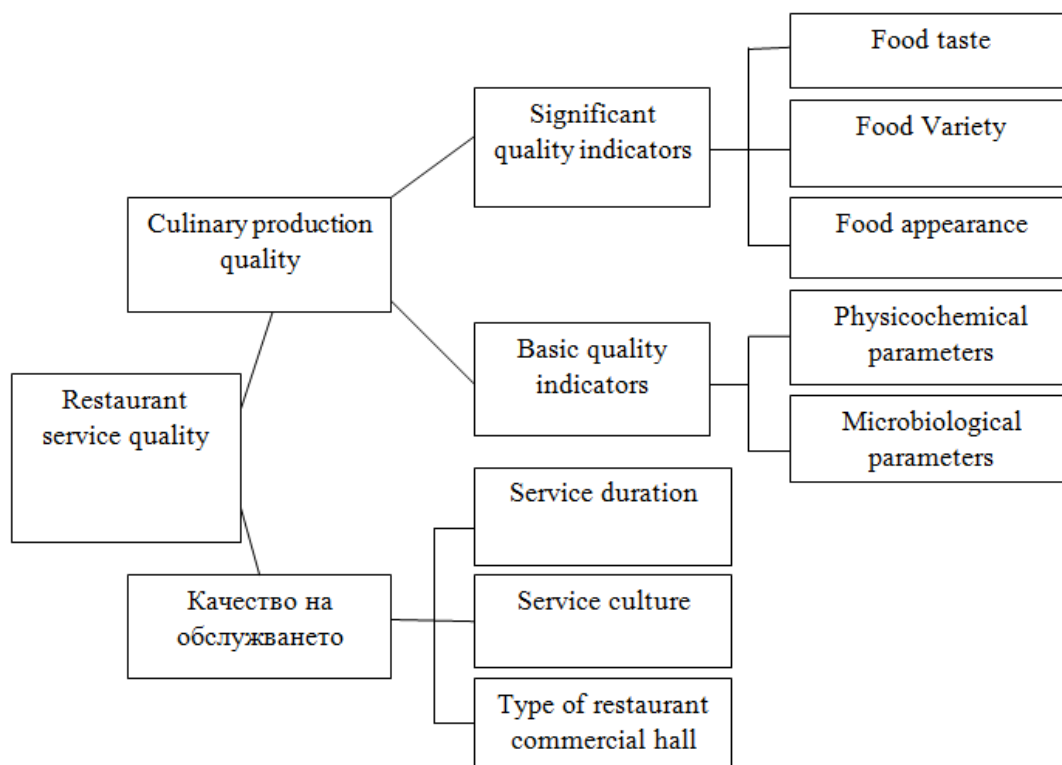


Figure 2. Model scheme of quality parameters structure

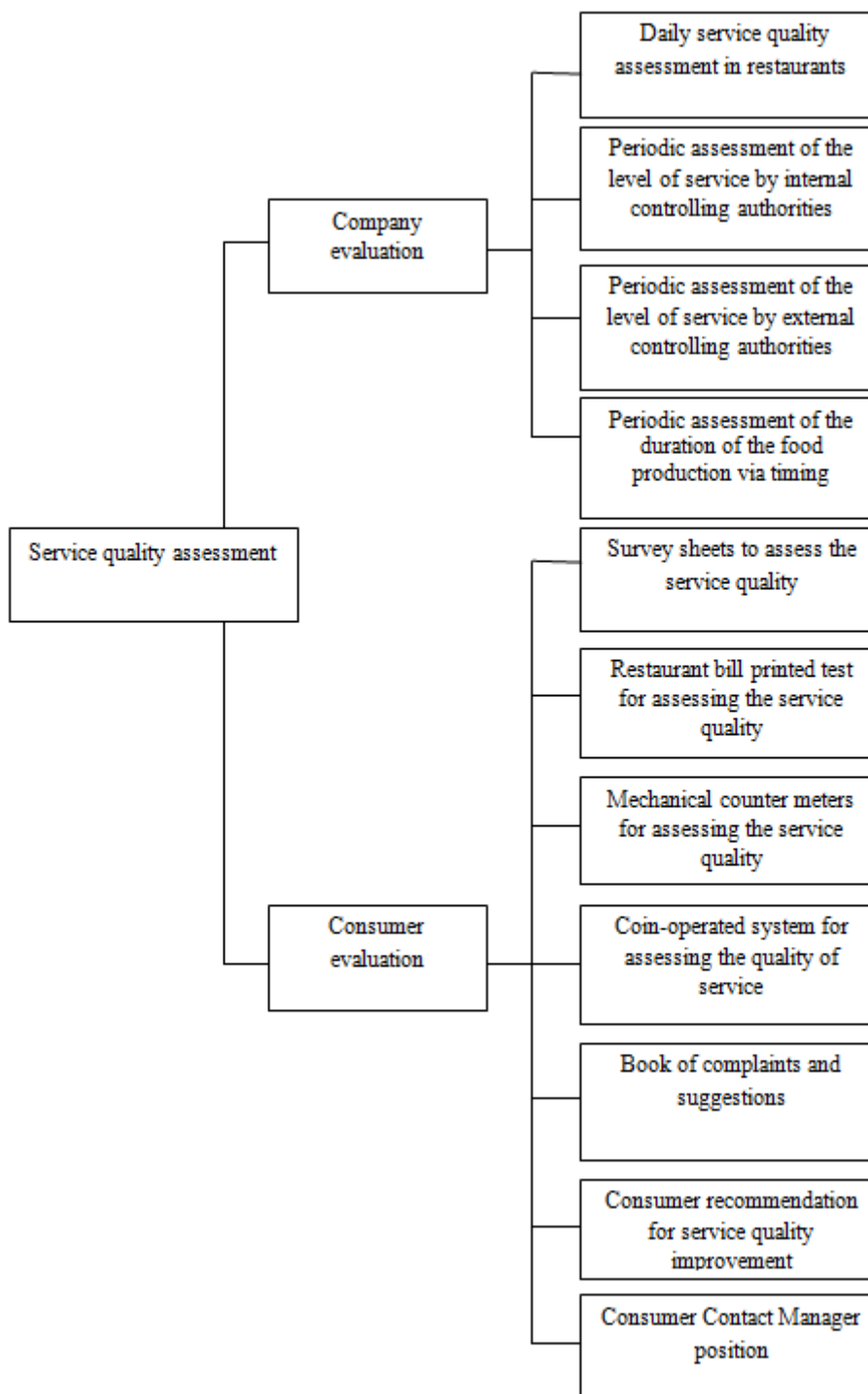


Figure 3. Model scheme of service quality assessment

Conclusion

Quality is a factor that plays an important role in modern life. Customers' changing lifestyles and competitive market resulted in increasing requirements for service quality in restaurants. By performing quality analysis in the restaurant business, schemes are proposed for the formation of estimates of overall quality and general layout of the structure of the quality indicators in the restaurants.

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